



Game Advertising Game Packaging Overview

May 20, 2013

Welcome!

This document provides a branding guidance overview for Game Advertising and Game Packaging (GAGP). Please refer to the detailed guidelines for each of three possible applications.

For asset help and reviews, contact: artcerta@microsoft.com

Controller games



Controller Games

Kinect-compatible games

Controller games where the sensor is optional, but the experience is enhanced by some sensor capabilities (other than sensor-enabled body-movement or speech-control gameplay.)

Required on back

KINECT sensor optional

Better with Kinect games



Better with Kinect games

Controller games where the sensor is optional, but the experience is enhanced by some aspect of sensor-enabled body-movement or speech-control gameplay.

Required on back

KINECT sensor optional

Kinect games



Kinect sensor games

Kinect games where the sensor is required to play the game.

Required on back

KINECT sensor required

Kinect sensor required and controller required games

Kinect games where both a controller and the sensor are required to play and complete the game.

Required on back

KINECT sensor required

controller required

Print advertising

Xbox 360 only branding

Controller games



The controller branding bar is required and should appear along the bottom trim edge of the layout.

Better with Kinect games



BETTER WITH
KINECT

The controller branding bar is required. Better with Kinect logo is required.

Kinect games



The Kinect branding bar is required. The Requires Kinect logo is optional.

REQUIRES
KINECT
Optional

Competitive multiplatform branding

See the Xbox 360 Game Advertising Game Packaging Guidelines for additional placement information.



The Xbox 360 logo is required. The logo should run in the logo parade.



The Xbox 360 logo and better with Kinect logo are required. The logos should run in the logo parade.



The Kinect for Xbox 360 logo is required. The logo should run in the logo parade.

Broadcast advertising

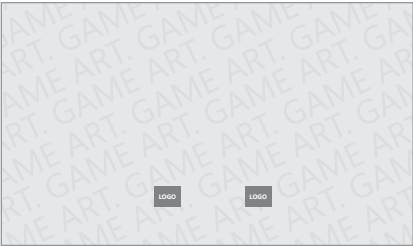

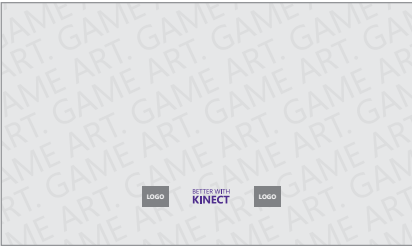

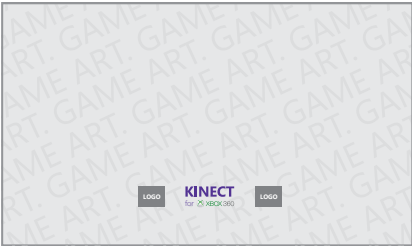




Xbox 360 only branding
If used, the splash screen must show for at least one second.

Better with Kinect games
See Xbox 360 game advertising game packaging guidelines for broadcast specifications.

Mnemonic length

Ad length	Mnemonic length
10 seconds or shorter	1.5 seconds or shorter
15 seconds or longer	3 seconds or longer
30 seconds or longer	6 seconds or longer

Multiplatform splash screen branding







Controller games	Better with Kinect games	Kinect games
<div><p>Splash Screen Optional</p></div> <div><p>+</p></div> <div><p>Mnemonic Required</p></div> <div><p>The Xbox 360 mnemonic is required at the end of the broadcast advertisement.</p></div>	<div><p>Splash Screen Optional</p></div> <div><p>+</p></div> <div><p>Mnemonic Required</p></div> <div><p>The Better with Kinect mnemonic is required at the end of the broadcast advertisement.</p></div>	<div><p>Splash Screen Optional</p></div> <div><p>+</p></div> <div><p>Mnemonic Required</p></div> <div><p>The Kinect mnemonic is required at the end of the broadcast advertisement.</p></div>
 <p>The Xbox 360 logo is required. The logo should run in the logo parade.</p>	 <p>The Xbox 360 logo and better with Kinect logo are required. The logos should run in the logo parade.</p>	 <p>The Kinect for Xbox 360 logo is required. The logo should run in the logo parade.</p>

Website and landing pages

The Xbox 360 logo should link to xbox.com in all online content.

See the Game Advertising Game Packaging Guidelines for additional placement information.

Multiplatform branding

Controller games	Better with Kinect games	Kinect games
 The Xbox 360 logo is required.	 BETTER WITH KINECT The Xbox 360 and the Better with Kinect logos are required.	 The Xbox 360 logo is required.
 The Xbox 360 logo is required. The logo should run in the logo parade.	 BETTER WITH KINECT The Xbox 360 logo and better with Kinect logo are required. The logos should run in the logo parade.	 The Kinect for Xbox 360 logo is required. The logo should run in the logo parade.

Online advertising and web banners

The Xbox 360 logo should link to xbox.com in all online content.

See the Game Advertising Game Packaging Guidelines for additional placement information.

Controller games



The Xbox 360 logo is required for each of the end-frame assets.

Better with Kinect games



The Xbox 360 logo is required for each of the end-frame assets

BETTER WITH
KINECT
Required

Kinect games



The Xbox 360 logo is required for each of the end-frame assets

REQUIRES
KINECT
Optional

Website and landing page takeovers

The Xbox 360 logo should link to xbox.com in all online content.

See the Game Advertising Game Packaging Guidelines for additional placement information.

Controller games



The console with controller image and Xbox 360 logo are required.

The console and logo lockup should appear above the fold and cover 20% of the takeover area.

Better with Kinect games



The console with sensor image, the Xbox 360 and Better with Kinect Sensor logos are required.

The console and logo lockup should appear above the fold and cover 30% of the takeover area

Kinect games



The console with sensor image and the Kinect for Xbox 360 logos are required.

The console and logo lockup should appear above the fold and cover 25% of the takeover area

Out of home

See the Game Advertising Game Packaging Guidelines for additional placement information.

Controller games



The console with controller image and Xbox 360 logo are required.

The console and logo lockup should appear above the fold and cover 20% of the takeover area.

Better with Kinect games



The console with sensor image, the Xbox 360 and Better with Kinect Sensor logos are required.

The console and logo lockup should appear above the fold and cover 30% of the takeover area

Kinect games



The console with sensor image and the Kinect for Xbox 360 logos are required.

The console and logo lockup should appear above the fold and cover 25% of the takeover area

Collector's Edition packaging

Logo trademark bugging is required on the left-side spine of game packaging and on the inside game container. All other trademarks no longer require bugging.

Use the Xbox games outer-wrap template for the back of box boiler plate messaging.

Policy note:
Microsoft does not allow toy weapons as part of any pre-order or collector's edition. For more detailed information, please work with your Microsoft marketing contact.

See the Game Advertising Game Packaging Guidelines for additional placement information.

Controller games



The Xbox 360 branding bar and Xbox 360 logo on spine are required.

The Xbox 360 branding bar is optional on the inside game container.

Better with Kinect games



The Xbox 360 branding bar, and the Better with Kinect band are required on the front of box. The Xbox 360 logo is required on the spine.

The Xbox 360 branding bar is optional on the inner game box.

Kinect games



The Xbox 360 branding bar, and the Requires Kinect band are required on the front of box. The Xbox 360 logo is required on the spine.

The Xbox 360 branding bar is optional on the inner game box.

Microsoft